



National Plastic Shopping Bag Recycling Signage Testing

A Survey of the General Population
March 2007



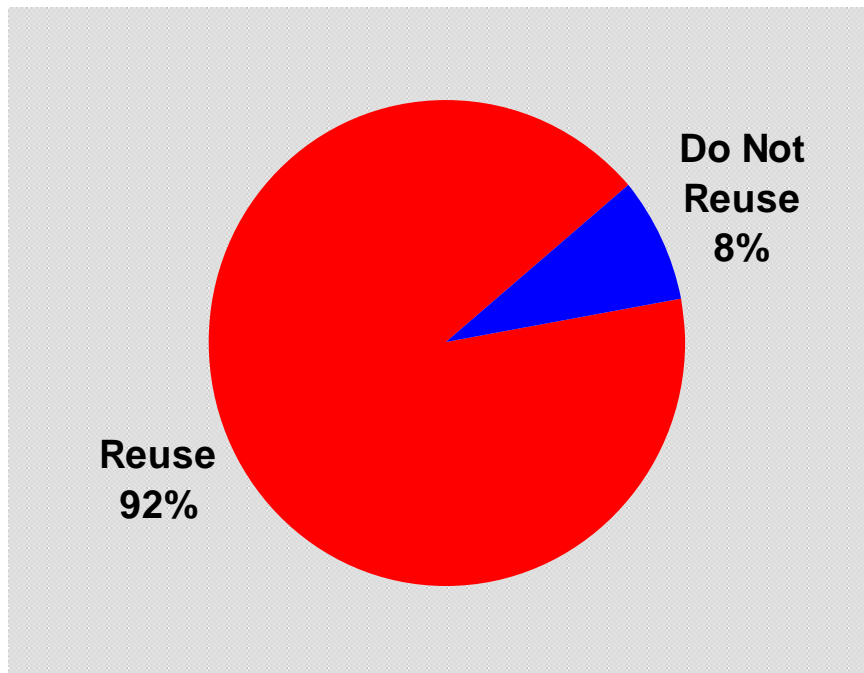
Methodology

- This APCO Insight study is an assessments of attitudes and awareness associated with the recycling of plastic shopping bags as well as a quantitative evaluation of two creative executions of plastic shopping bag recycling logos/posters. It was conducted among 502 randomly selected consumers who are responsible for household grocery shopping at least “some of the time”.
 - **Survey Population:** General Adult Public
 - **Sample Design:** Screened Random Sample
 - **Eligibility Criteria:** Responsible for some household grocery shopping. Marketing, PR, opinion research or media exclusion.
 - **Sample Size:** n = 502
 - **Margin of Error:** ± 4.5 % (at 95% confidence level)
 - **Data Collection Methodology:** Interactive TV panel
 - **Field Dates:** 03/06/07 – 03/15/07

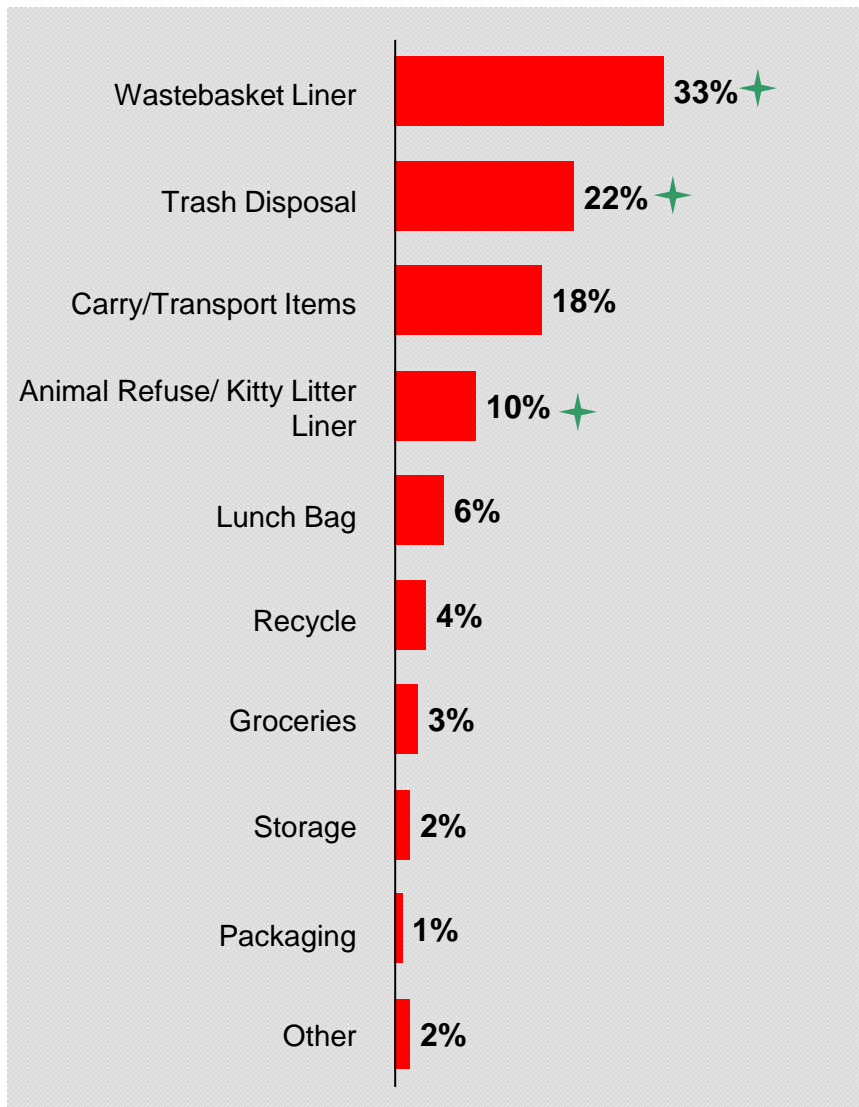
Near Universal Reuse of Plastic Shopping Bags...

- The reuse of plastic shopping bags is nearly universal, with about two thirds (65%) of respondents using them to contain trash ✦

Reuse of Plastic Shopping Bags



Uses for Plastic Shopping Bags



Q5. Do you or does anyone in your household ever reuse plastic shopping bags?
Q6. [IF Q5 = YES]: What is the primary purpose you reuse plastic bags for? (n=462)